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AUTHOR Clark, David W.
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ABSTRACT

Contained in this report are the results of a telephone survey conducted among 961 households in the television market for Bowling Green, Ohio. The purpose of the survey was to determine the characteristics of the viewing audience for WBGU. WBGU--owned by Bowling Green State University--became the public television station for a 19-county area in northwest Ohio in March 1973. The survey indicates that WBGU-TV attracted one out of ten households throughout the expanded viewing area after its power was expanded. In those areas reached by WBGU-TV before its power was increased, more than 15 percent of the households were weekly viewers. The audience expanded despite lack of familiarity with the station in previously unreached areas, UHF channel location, and reception problems related to incorrect antenna orientation. (The results of this survey are presented in both narrative and table format.) (RB)

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A VIEWER SURVEY OF THE EXPANDED WBGU-TV AUDIENCE BOWLING GREEN, OHIO

Dr. David W. Clark

Bowling Green State University

Corporation for Public Broadcasting
Office of Communication Research

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888 Sixteenth Street, N.W., Washington, D.C. 20006

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WBGU-TV
SUMMARY

This survey of 961 households in northwest Ohio indicates that WBGU-TV attracted one out of ten households throughout the expanded viewing area each week. In those areas reached by WBGU-TV before its power was increased (Bowling Green, Findlay, Lima), more than 15% of the households were weekly viewers.* This audience has developed despite three handicaps: lack of familiarity with the station in previously unreached areas, UHF channel location, and reception problems related to incorrect antenna orientation.

Geographical Location

Some differences among the eight areas sampled were notable. Bowling Green had smaller households, while the rural sample (Leipsic and Ottawa) had more households with five or more persons. In Bowling Green, both men and women had a far higher level of formal education and a higher percentage of professionals than the other seven sub-samples. The rural sub-sample had the lowest level of formal education. The more rural the area (towns of 2,500 or less and rural areas), the lower the percentage of multiple-set households. Yet the rural sample had a higher percentage of homes in which sets are turned on five or more hours daily. Reception ratings appear to be positively related to proximity to the transmitter. However, antenna orientation as well as cable availability appear to be mediating factors in reception.

Educational and Occupational Levels

Both men and women in the viewing households had more formal education than non-viewers. Almost four out of ten men and two out of ten women in the viewing households had finished college, compared to one in ten men and women in the non-viewing households. Viewers were also more likely to be in professional or managerial or proprietary positions and to have higher incomes.

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*"Viewers" are operationally defined as those able to name a WBGU-TV program viewed by someone in the household during the past week.

Media Availability and Viewing

Viewers were much more likely than non-viewers to have cable, multiple television sets, and color sets. They also were more likely to have their sets on five or more hours daily. Viewers obtain information about the station from program listings and the station itself, while non-viewers get such information from newspaper ads and friends. Viewers indicate they would be more likely to watch fine arts and minority programs, while non-viewers showed a preference for continuing education, agricultural, school board meetings, and county reports. Both favored programming between 5:30 p.m. and 11 p.m.

Programs Recalled

Programs most frequently recalled by viewing families were those classified as children's (38.2%), with public affairs (18.2%), and cultural (16.4%) following. About one-fourth of the viewers (27.3%) recalled a combination of these three types of programs. Viewers who recalled children's programs watch more television than do other viewers. These households had fewer adults watching WBGU-TV than the households which recalled other types of programming. This suggests that in some households the station is watched primarily for children's programs, while in other households it is watched primarily for public affairs and cultural programs. WBGU-TV's audience apparently is composed of sub-audiences who seek out different types of programming and combinations of these types. The presence of children in the home is important in attracting one type of audience: the audience that recalled only children's programs. Similarly, this audience was composed of viewers with less formal education who were younger than the other sub-audiences.

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INTRODUCTION

On March 24, 1973, WBGU-TV in Bowling Green, Ohio, became the public television station for a 19-county area in northwest Ohio. The station, which is licensed to Bowling Green State University, increased its power from 10,000 to 750,000 watts and its effective radius from 15 to 55 miles. The power increase, along with the addition of a 1,000-foot tower in Leipsic, Ohio, increased the potential audience from about 80,000 to 1.2 million persons. Figure 1 shows the grade A signal area. The number refers to the eight areas that were sampled for this study. (See Table 1. All tables are found in Appendix One.)

The Office of Communication Research of the Corporation for Public Broadcasting (CPB) sponsored an audience analysis of the expanded viewing area. The study was conducted in May and June, 1973, as a joint project of WBGU-TV and CPB. The author, Dr. David W. Clark, directed the study; and Lana Baker at WBGU-TV, served as coordinator. Dr. Delmer Hilyard of the Department of Speech at Bowling Green State University served as a consultant and was especially helpful during the planning phase of the study.

The sample was a stratified random sample drawn from eight telephone directories covering parts of the 18 counties included in the viewing area (Lucas county with Toledo was excluded). The directories of the seven largest towns in the viewing area were used as a pool for sampling. The eighth directory respresented the most rural (non-urban areas and towns of 2,500 or less) of all the counties in the area (Table 1). This sampling from an essentially rural county seemed appropriate because many of the counties in the expanded viewing area contain a high percentage of rural population.

The questionnaire (Appendix Two) was developed on the basis of instruments used in other CPB studies and also incorporated questions raised by the staff of WBGU-TV. One unique set of questions (27 through 34), added at the end of the regular questionnaire, focused specifically on the non-viewer, who is one important part of the potential WBGU-TV audience. These questions were developed by Pattie Geier, a graduate student in broadcasting at Bowling Green State University, to generate data for an MA thesis.

Figure 1. WBGU-TV Coverage Area

The number of calls completed in each area is indicated in Table 1. Larger samples are drawn from both the rural area and Lima because of special interest in the impact of WBGU-TV in these areas. The larger samples increase somewhat the confidence levels of the findings for these areas.

The directories in most areas also include other smaller towns in close proximity to the larger urban centers. Table 1 indicates the other towns included in the telephone directories from which the samples were drawn. Thus, the Bowling Green sample includes households in the city itself, in small towns near Bowling Green, and between Bowling Green and these towns. The nature of this sampling procedure must be considered when relating the findings of this study and each of the eight sampling areas.

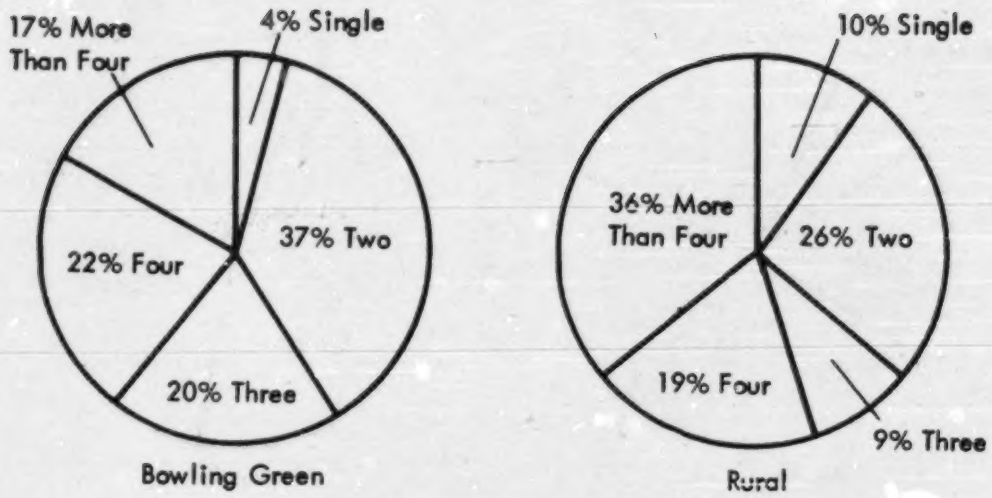
Interviews were conducted by students from Bowling Green State University. Many of the student volunteers were members of the university's debate club. Calls were made long distance from Bowling Green and Lima. Interviewers were instructed to talk with any responsible adult in a household. Thus, the family or household formed the sampling unit. A total of 961 interviews were completed. Ten percent of the completed calls were verified the day after the interviews.

GENERAL AUDIENCE CHARACTERISTICS BY AREA

The various demographics of the total sample and the eight geographical areas are summarized in Figure 2 and Table 2. It is apparent that there are more similarities than differences among the eight samples. However, some differences can be detected in Bowling Green and the rural sample. In Bowling Green, families are smaller; there are fewer households with single persons, more with two or three persons, and fewer with five persons or more. The rural sample, which has larger families, has a larger percentage of households with five or more persons (36% compared with 26% for the total sample and 17% for Bowling Green).

Bowling Green has a lower percentage of pre-school children and teenagers (15% and 21% respectively), while the rural sample has a higher percentage of elementary and teenage children (37% and 40%). The presence of a larger number of childless, married couples at the Bowling Green State University may explain the differences in that sample. The larger families in the rural sample may be an indication that children are still looked upon as assets in agricultural areas.

The effects of the university can be seen in the higher percentage of household heads in the two lowest age categories, the larger percentage of families with incomes below $10,000, the far higher level of formal education for both men and women, and the high percentage of professionals. Formal education is lowest in the rural sample. It is interesting to note that the Bryan sample, which is in the second most rural area in the study, has a slightly higher percentage in agricultural occupations (21%) than the rural sample (17%).



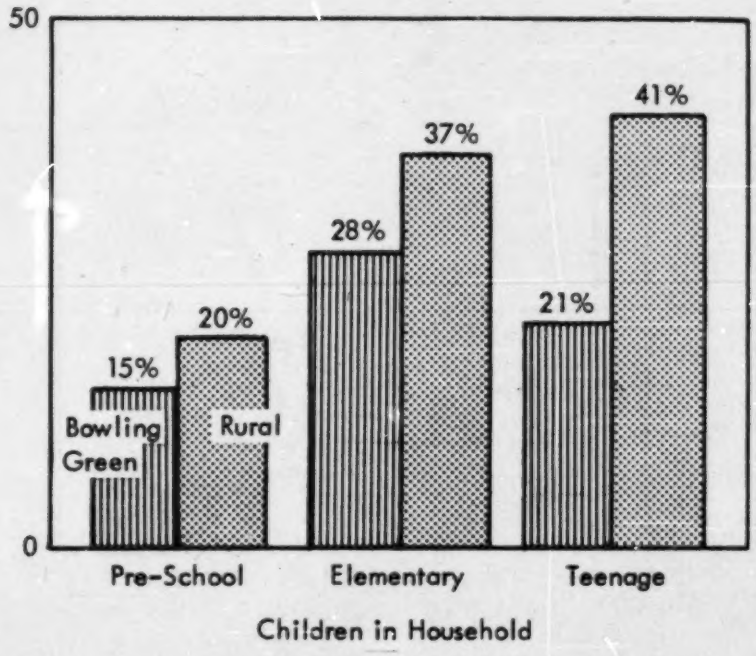
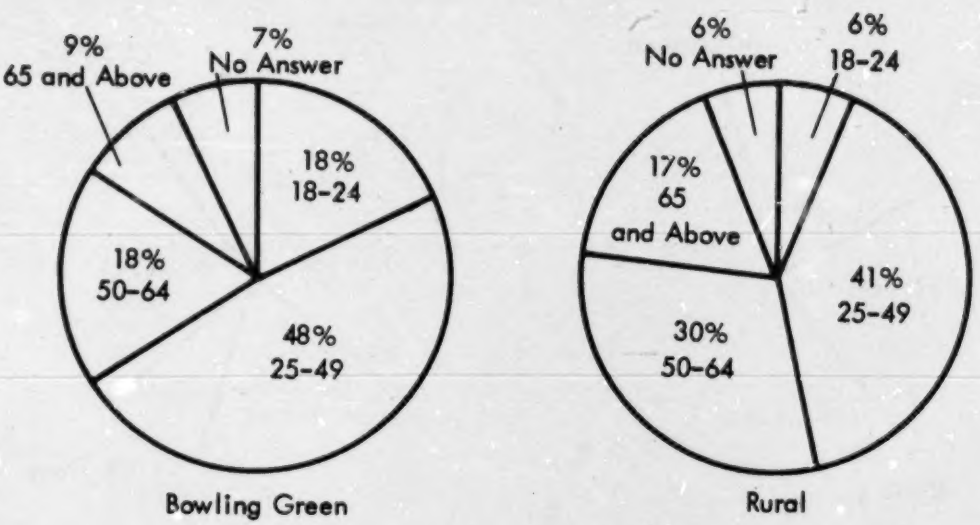
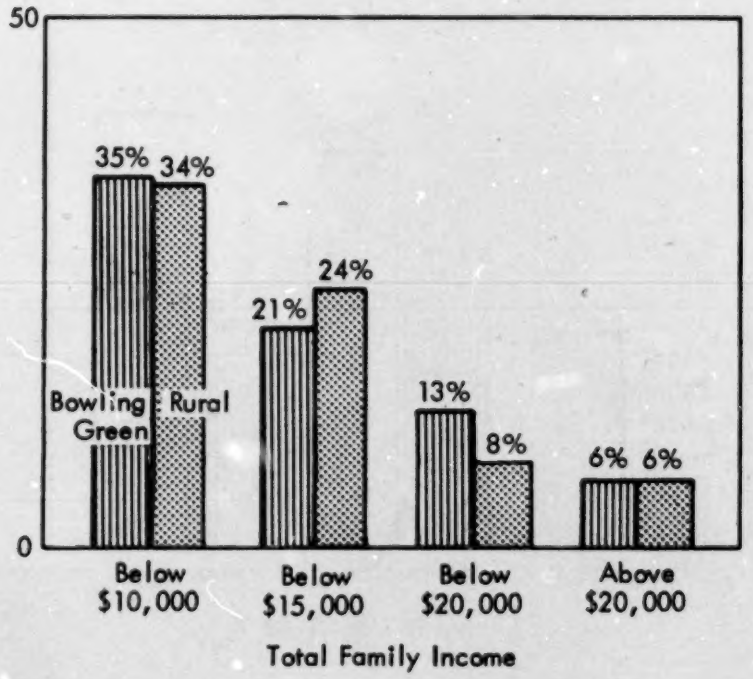


Figure 2. Demographic Differences Between Bowling Green and Rural Sample





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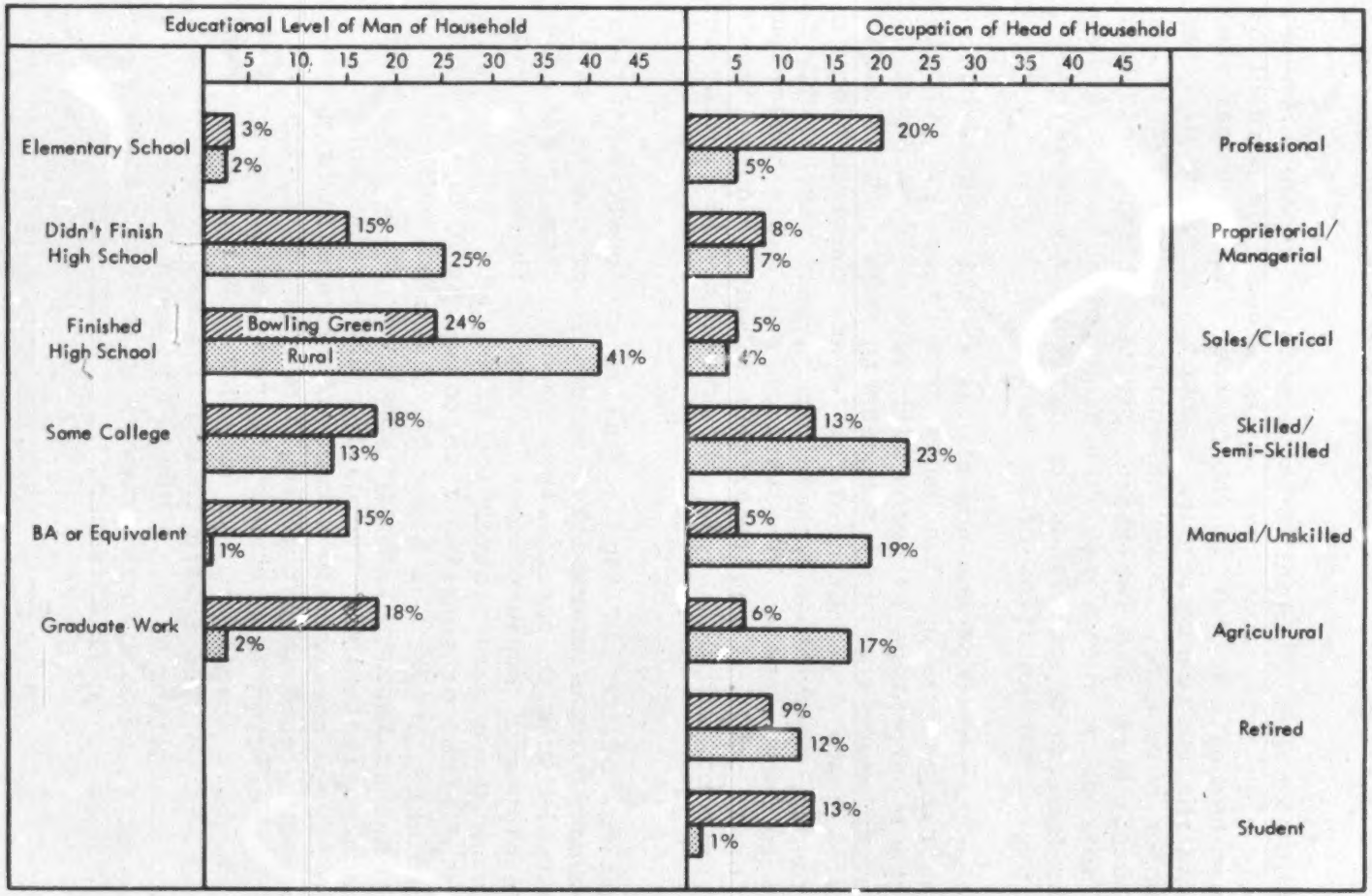

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TELEVISION AVAILABILITY AND VIEWING BEHAVIOR

Table 3 makes it clear that television penetration is extremely high throughout the viewing area. The percent of multi-set homes is higher in urban areas than in rural areas. Bryan and the rural sample have a lower percentage of homes with two or more sets. Color television is more evenly distributed; more than two-thirds of the entire sample have one or more color receivers. The high percentage of households in Bowling Green without color (40%) may be related to the over representation of students.

More than half of the households in all eight areas have their receivers on five hours or more daily. Surprisingly, the highest percentage of homes with sets on five hours or more occurs among the rural respondents (63%). This high television usage does not hold for Bryan, the next highest rural county, however, and therefore may not necessarily be related to rural levels. The variation of cable subscription across areas reflects the importance of cable in Bowling Green, Fremont, and Defiance, and especially in Findlay and Lima.

Ratings of the UHF signal quality are positively related to proximity to the transmitter site. Those closest to the transmitter (such as rural Putnam county) seem to rate the picture highest. Because homes in any of the eight sample areas might have been distributed throughout that area, given the method of sampling from telephone directories, some variation in ratings might be expected within each area. Another important factor which may affect reception is antenna orientation. Typically, any outside antenna is pointed toward the primary source of commercial programming. If the WBGU signal is not coming from that direction, it may be poorly received even though the receiver may be relatively close to the transmitter. In the WBGU coverage area, most antennas are pointed toward Toledo or Lima. Because the WBGU-TV transmitter site is located between these two major sources of television, many viewers must receive the signal off the back of their antennas.

VIEWING OF WBGU-TV

Five indices of viewing behavior were obtained in the survey.

1. Had anyone in the household ever watched WBGU-TV?

2. Had anyone in the household watched WBGU-TV in the last week?

3. Were the viewers adults and/or children?

4. Could the respondent recall (without assistance) one or more WBGU-TV programs viewed by someone in the household during the past week?

5. How did adults and children classify themselves in terms of WBGU viewing behavior?

Figure 3 and Table 4 indicate that there is great variation across the eight areas among those who ever watched WBGU-TV. While 37% in the total sample have watched the station, the proportion rose to almost half among Lima respondents and more than half among Bowling Green and Findlay respondents.

It is interesting to note that Findlay and Lima have the highest percentage of cable subscribers. The cable systems carried the WBGU-TV signal before the recent power increase and therefore it is to be expected that viewing would be higher in these areas with cable.* Viewing levels in areas without cable where the WBGU signal was just introduced could thus be expected to be lower. It seems reasonable to expect that the number of viewers will increase as these audiences become familiar with WBGU-TV.

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*The Lima cable system carried WGTE-TV, channel 30, the Toledo public television station, until shortly before the power increase when WBGU was picked up in its place. This coverage of a public station apparently created an audience in Lima which transferred to WBGU.

	Bowling Green	Van Wert	Findlay	Fremont	Bryan	Defiance	Rural	Lima	Total Sample
Viewing by Teenagers	6%	None	19%	None	None	4%	8%	15%	8%
Viewing Last Week by Young Children	20%	8%	38%	None	7%	6%	9%	29%	16%
Adult Viewing Last Week	14%	11%	16%	5%	2%	6%	7%	15%	10%
Ever Watch WGBU-TV	53%	28%	53%	13%	17%	31%	33%	46%	37%
Someone Viewed WGBU-TV Last Week and Recalled Program	15%	7%	15%	5%	5%	6%	6%	16%	11%

Figure 3. Viewing of WBGU-TV by Area

In this study as in other recent CPB audience studies, the operational definition of a "WBGU-TV viewer" is a respondent who (1) states that someone in the household watched WBGU-TV during the preceding week and (2) can name unaided the program or programs seen. Table 4 indicates that 11% of the households in the total sample fit this definition. In Bowling Green, Findlay, and Lima, the "viewer" level rises to about 15%.* These three areas also have a larger percentage of homes with adults and children who viewed WBGU the previous week.

The higher percentage of pre-school and elementary children who view testifies to the appeal of WBGU programming to children. This appeal can also be seen in the large percentage of children who are classified as regular viewing "fans" (32%) as contrasted with the small percentage of adults (3.5%) classified as "fans." Combining the "view weekly" category with the regular "fan" categories for adults and children reveals that in households with children nearly four out of ten children watch WBGU regularly. In contrast, only one in ten adults classify themselves as being regular viewers of WBGU-TV. (See Figure 4.)

The high percentage of children's programs named as having been viewed fits this pattern of high viewing among young children. As Figure 5 shows, children's programs are recalled most frequently (57%), public affairs next (39%), and drama/music cultural third (27%) in frequency. The higher recall of public affairs programs over cultural programs runs counter to the national norms of public television viewing, but is not uncommon in stations such as WBGU that emphasize public affairs. The appeals of various types of programming can be seen more clearly in Table 5 in the break-out of programs recalled.

Table 6 provides a check of the "WBGU viewer" classification against other viewing behavior categories. A small

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*Two other recent CPB audience studies provide a point of comparison. In Washington, D.C., 20% of those surveyed fit these criteria as "viewers" of WETA-TV; while in Erie, Pennsylvania, 41% are "viewers" of WQLN-TV.

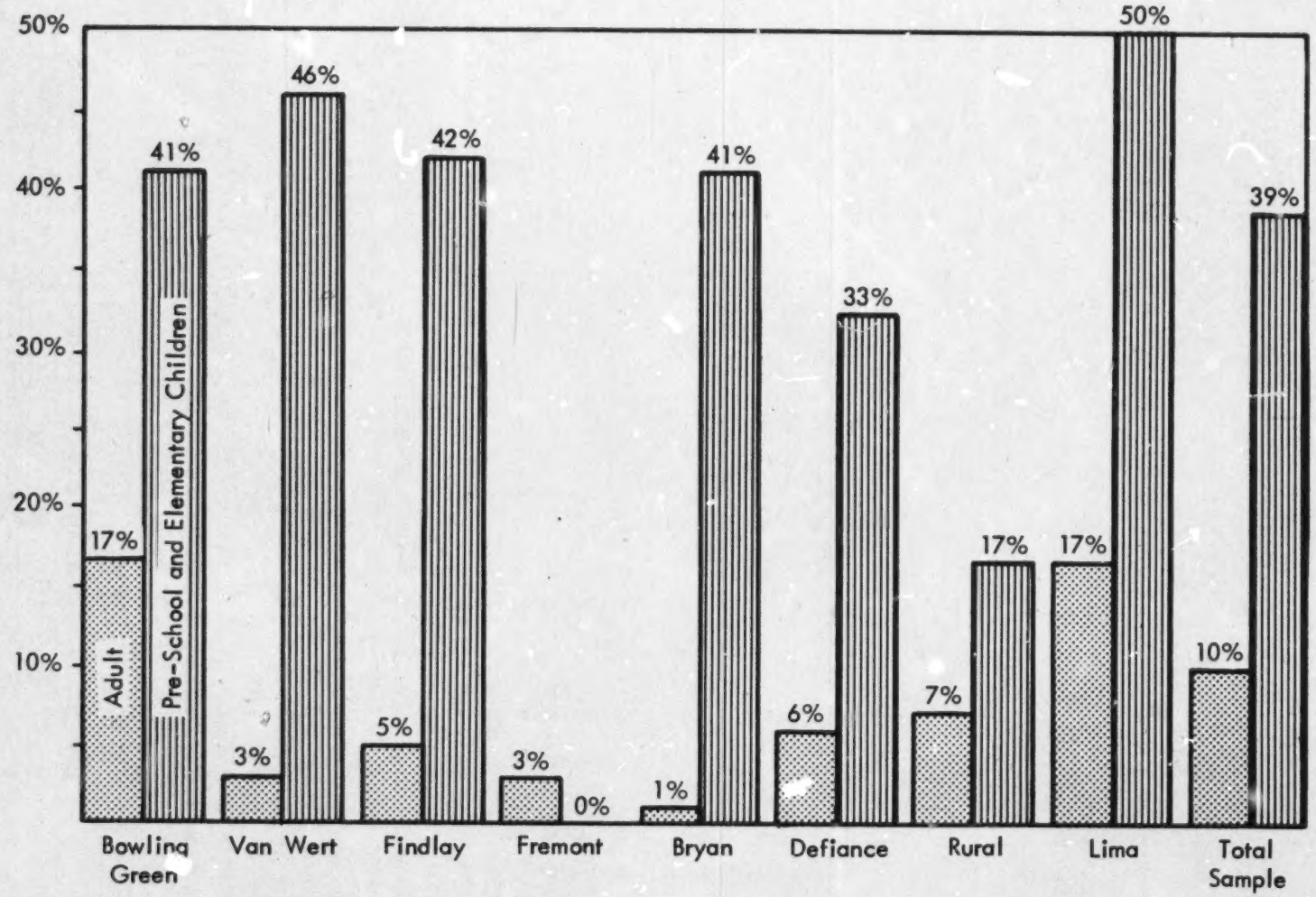


Figure 4. Self-Classifications of Watching WBGU-TV Once a Week, or As Regular Viewing Fan

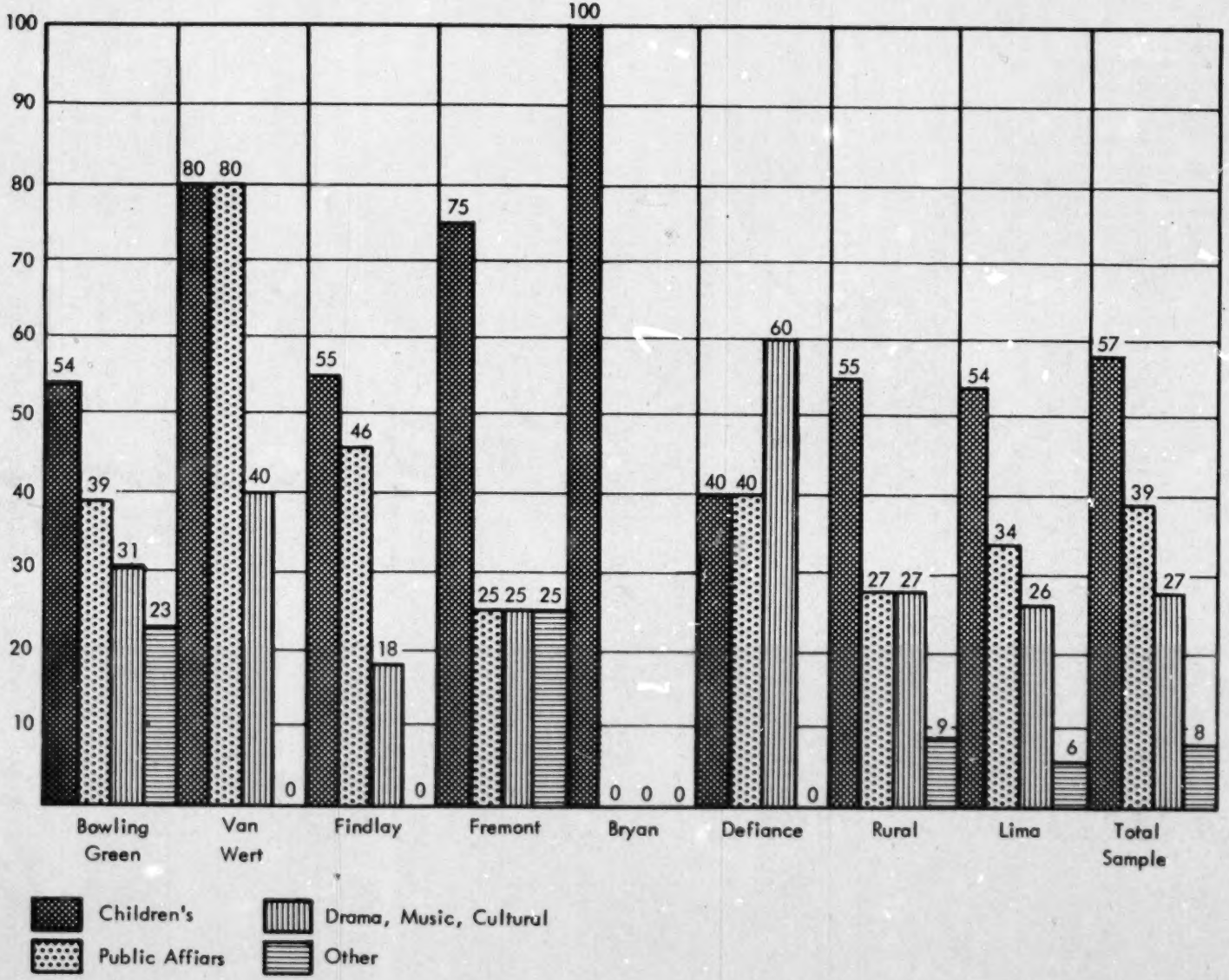


Figure 5. Types of Programs Named by Area

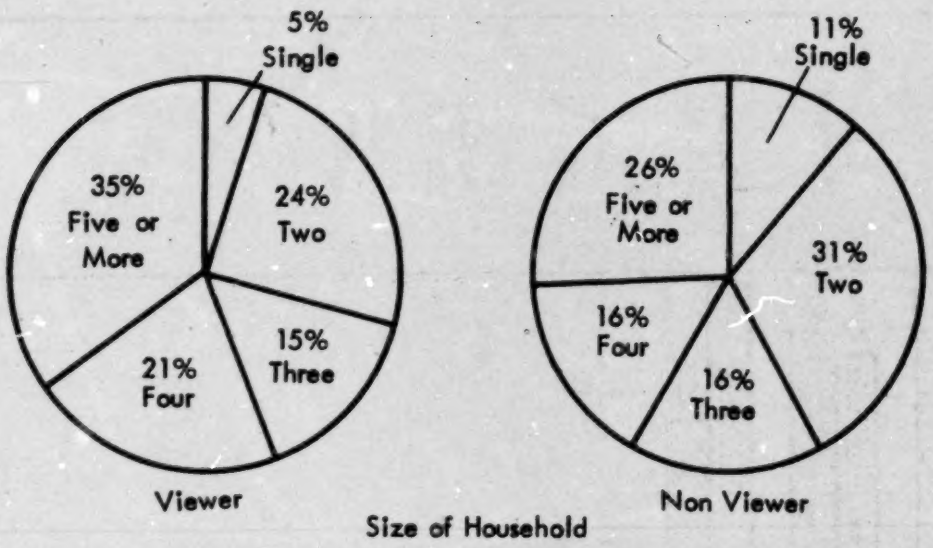
percentage of adults and children indicate that they watched the previous week, but could not recall the name of even one program. Similarly, a small percentage (7%) of adults who classify themselves as "fans" or weekly viewers could not recall a program. This is true of a larger percentage of children (21%) who classify themselves as "fans" or weekly viewers. It is important to note that program recall was unaided, and it seems likely that a small percentage of viewers were excluded from the "WBGU viewer" category by not being able to recall the name of a program.

DEMOGRAPHIC CHARACTERISTICS OF WBGU-TV VIEWERS AND NON-VIEWERS

A basic aim of the survey was to discover ways in which viewers of WBGU are similar to or different from non-viewers. Figure 6 displays the general demographic characteristics. Table 7 contrasts WBGU viewers and non-viewers on several demographic variables. Table 8 displays the same data but focuses on the proportion of each demographic grouping that viewed the station.

The importance of children in predicting viewing is apparent in both tables. Table 7 reveals a consistently higher percentage of young children in the viewing households than in non-viewing households. This difference is clearly illustrated by the fact that 75% of the viewing households contain children, compared to 54% of the non-viewing households. Table 8 shows that only 8% of the households with no pre-school children are viewers, while 20% of those with pre-school children and 16% with elementary school children are viewers. Children are clearly a factor in predicting who is likely to view WGBH-TV. These figures also indicate that there is much room for expansion of the WBGU-TV audience since more than 80% in each of the groups are non-viewers.

Both tables show that the viewing households are larger and have younger household heads. The adults in the viewing households consistently have more formal education, with 54% of the men and 42% of the women having some college or more. This contrasts in the non-viewing households to 29% of the men and 23% of the women with some college or more. The importance of graduate training to viewing is illustrated by the fact that 38% of the men with graduate work and 42% of the women are viewers.



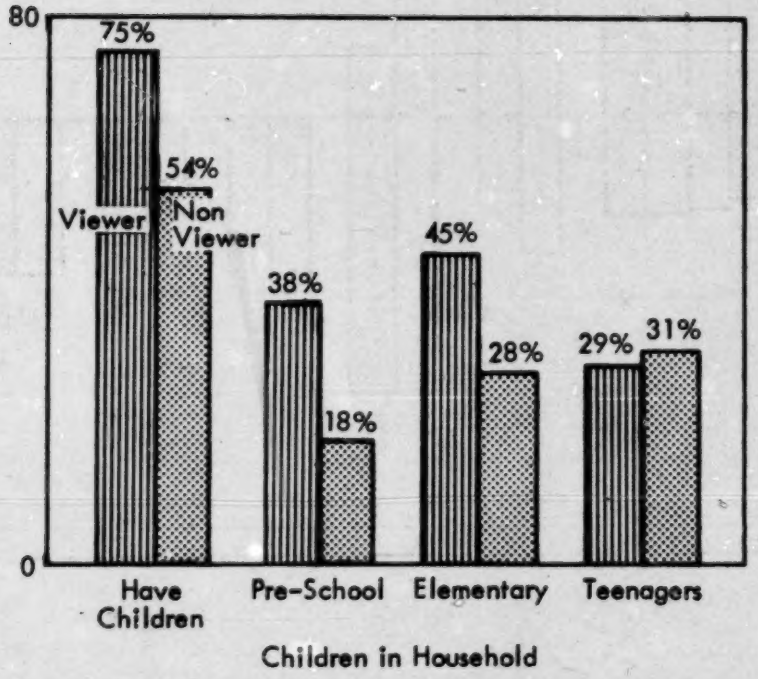
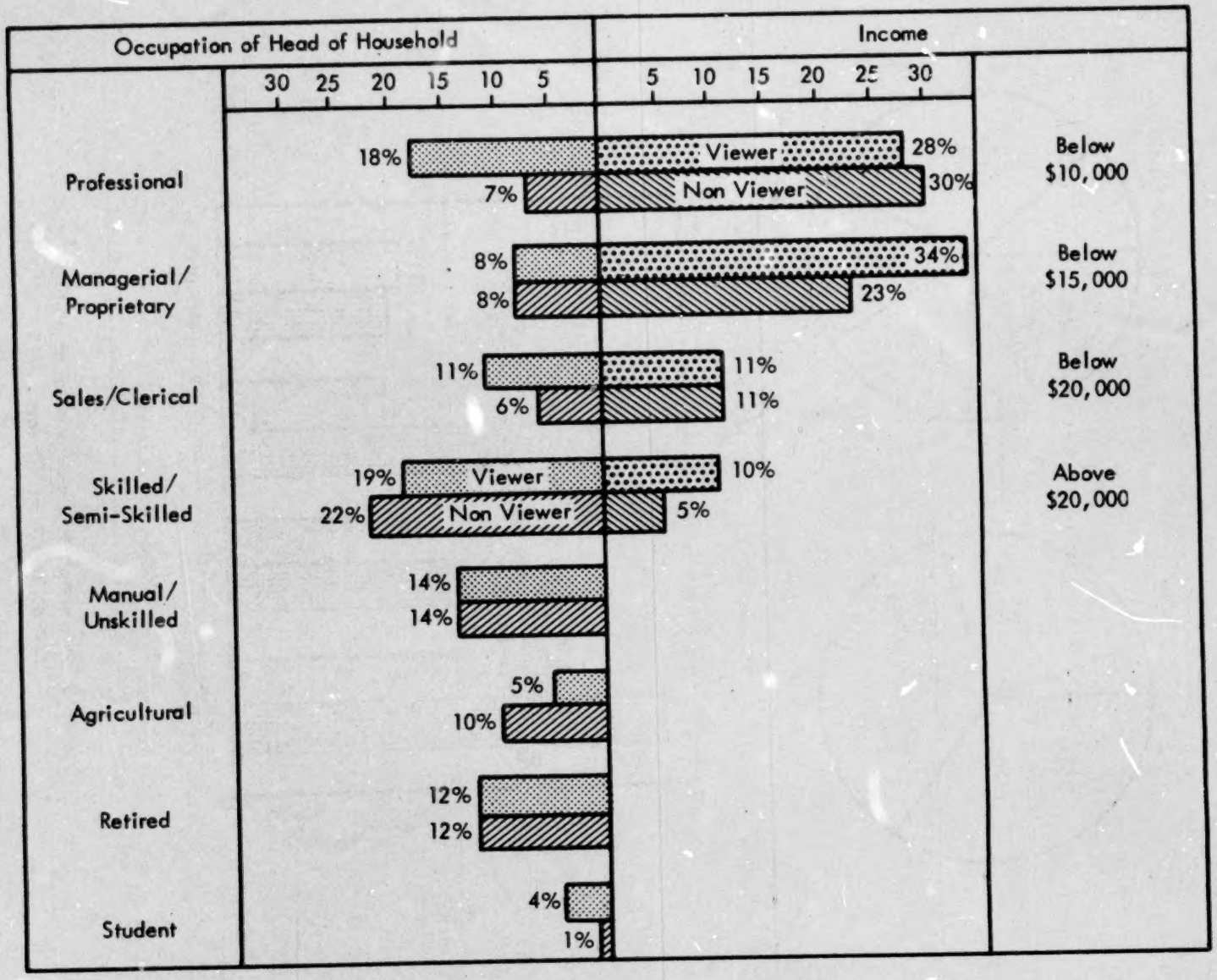


Figure 6. Demographic Characteristics of WBGU-TV Viewers and Non Viewers



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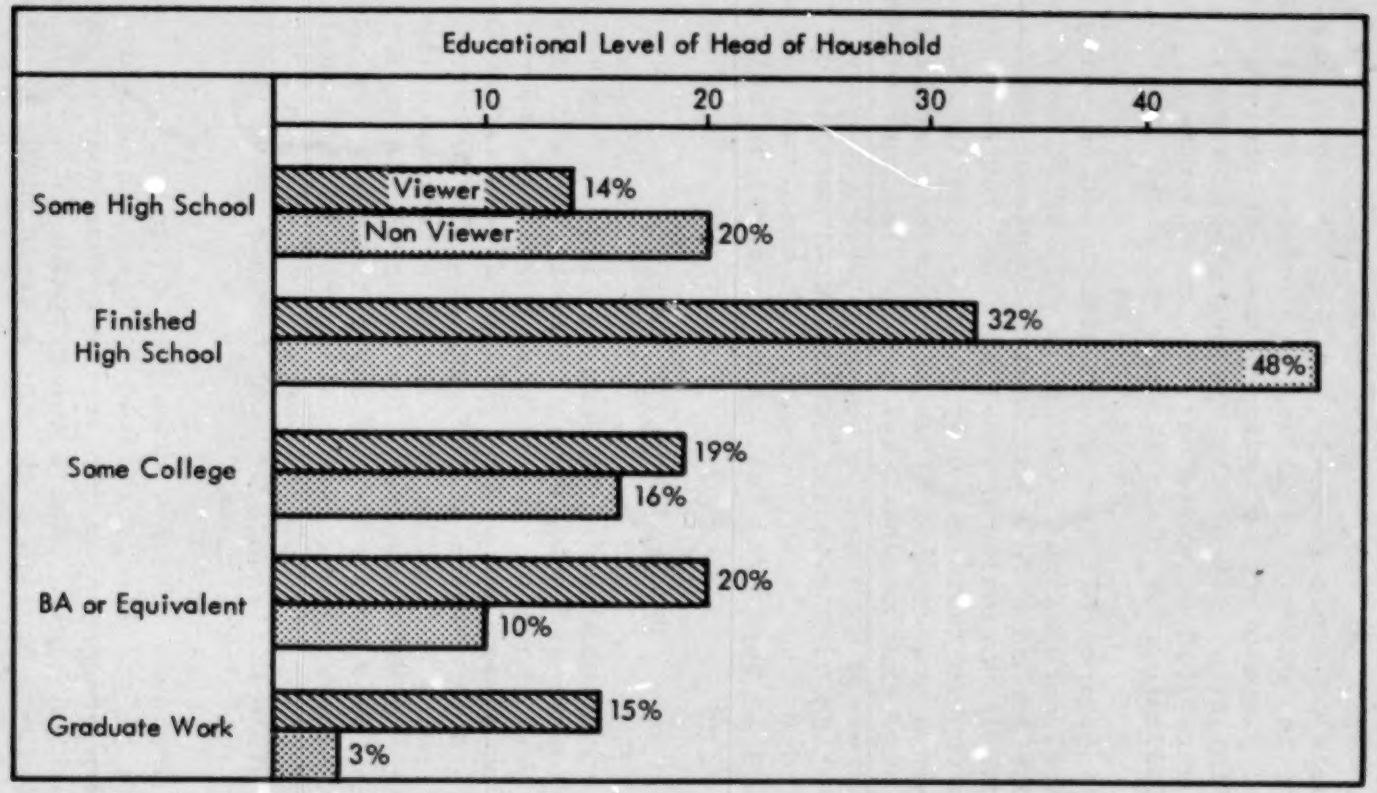


Figure 6. Continued

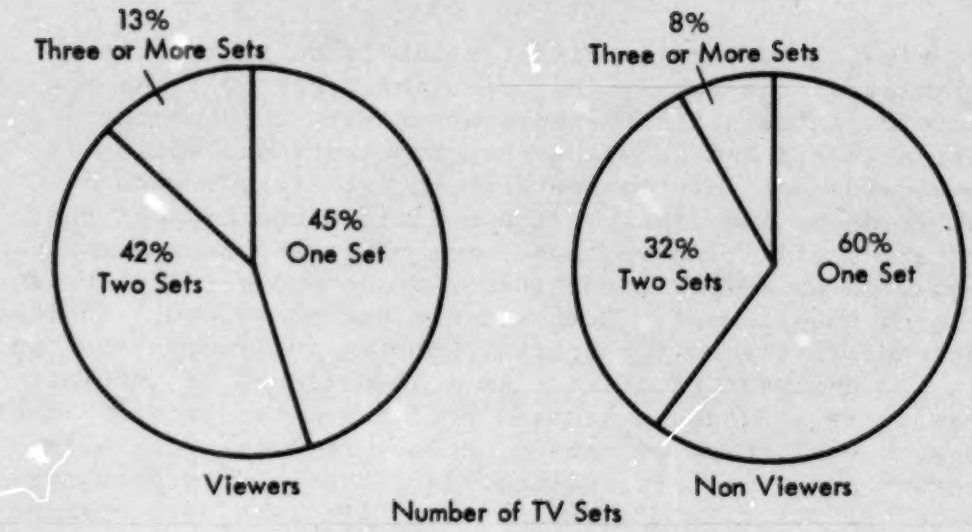
Following the traditional pattern of public television viewers, the WBGU viewers are biased toward the upper levels of socio-economic indices. A higher percentage of the viewers (26%) are in professional or managerial/proprietary occupations than non-viewers (15%). Similarly, 54% of the viewers report family incomes over $10,000, while only 39% of the non-viewers indicate that their incomes are above $10,000.

It is of interest that those classified as being in agricultural occupations make up only 5% of viewers, but 10% of non-viewers. This extremely low viewer representation among those in agriculture is illustrated further in the demographic group in Table 8. Only 6% of all agricultural workers in the sample are viewers; this percentage is smaller than that for any other occupational group. In light of WBGU-TV's recent increased coverage in heavily rural counties, the representation of viewers in agricultural occupation can be expected to show some increase, especially as special programming is developed that is of interest to this group.

WBGU AVAILABILITY AND USE

Some differences can be seen in Figure 7 and Table 9 between viewers and non-viewers on media use and availability. A higher percentage of viewers have more than one television set. A second set means that public television can be watched by some members of the family while commercial television is being watched by others; this increases the possibility of WBGU viewing. The higher percentage of color sets owned by viewers as against non-viewers may reflect a higher income level. Viewers fit the usual pattern of being heavier consumers of television than non-viewers. This difference is most notable among people who say their television is on "all day."

As discussed earlier, subscription to cable television appears to be positively related to viewing. Six out of ten viewers are on cable, while fewer than four in ten non-viewers are on cable. Cable subscription is high in Bowling Green, Findlay, and Lima, the three areas with the highest percentage of "WBGU viewers."



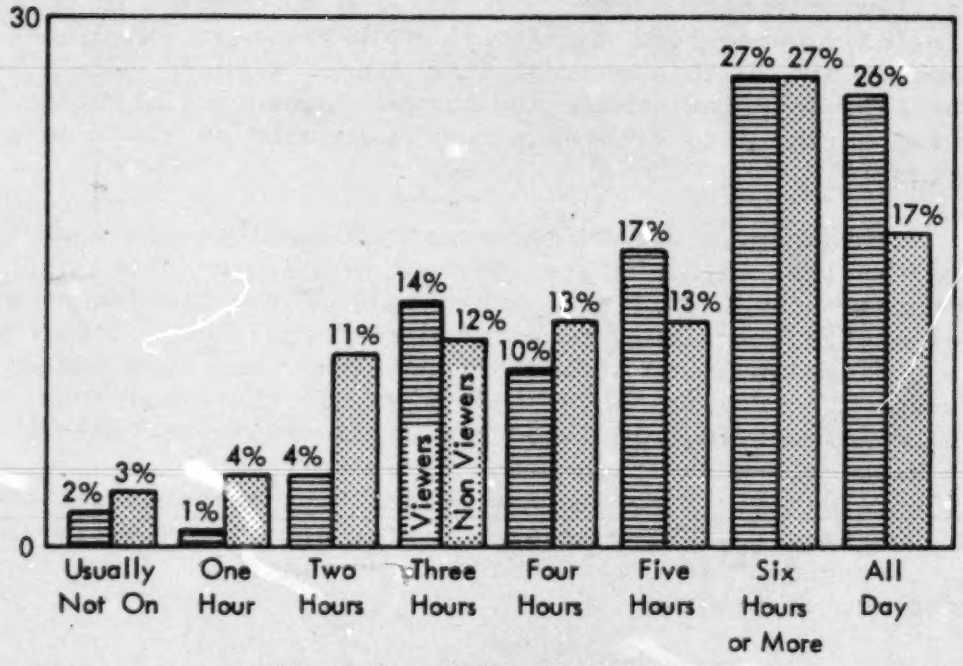


Figure 7. TV Availability and Usage Among WBGU-TV Viewers and Non Viewers

Viewing households differ slightly on three other variables in the survey (Figure 8 and Table 10). As a source of information, viewers apparently rely on the station itself and newspaper program listings, while non-viewers get information from the station, newspaper ads, friends, and family. These differences suggest that a strategy utilizing various forms of interpersonal influence, along with newspaper advertising, might prove effective in reaching non-viewers. Both viewers and non-viewers indicate a strong preference for sports, hobbies and recreation, and news and analysis programs. At a lower level of interest, non-viewers indicate a greater preference for programs dealing with continuing education, county reports, fine arts, minority programs, agriculture, and school board meetings. Viewers prefer fine art and minority programs, and continuing education. These differences and similarities in program preferences should prove helpful in guiding future programming. Generally, the period from 5:30 to 11 p.m. appears to be the preferred viewing time among both WBGU-TV viewers and non-viewers. Within this general time frame, viewers seem to favor early evening, while non-viewers prefer prime time. Viewing during late afternoon may be focused on children's programs.

Summing up, the WBGU "viewing" households were found to be families with a higher percentage of pre-school and elementary school children. The heads of the viewing households are younger, have received more formal education, occupy more professional or managerial positions, and have higher incomes. The viewing households also fit the traditional pattern for public television viewers in media consumption: they have more sets--both monochrome and color--and view them more often. More viewers subscribe to a cable service than non-viewers. Viewers also differ from non-viewers in their sources of information about the station and their preference of program types.

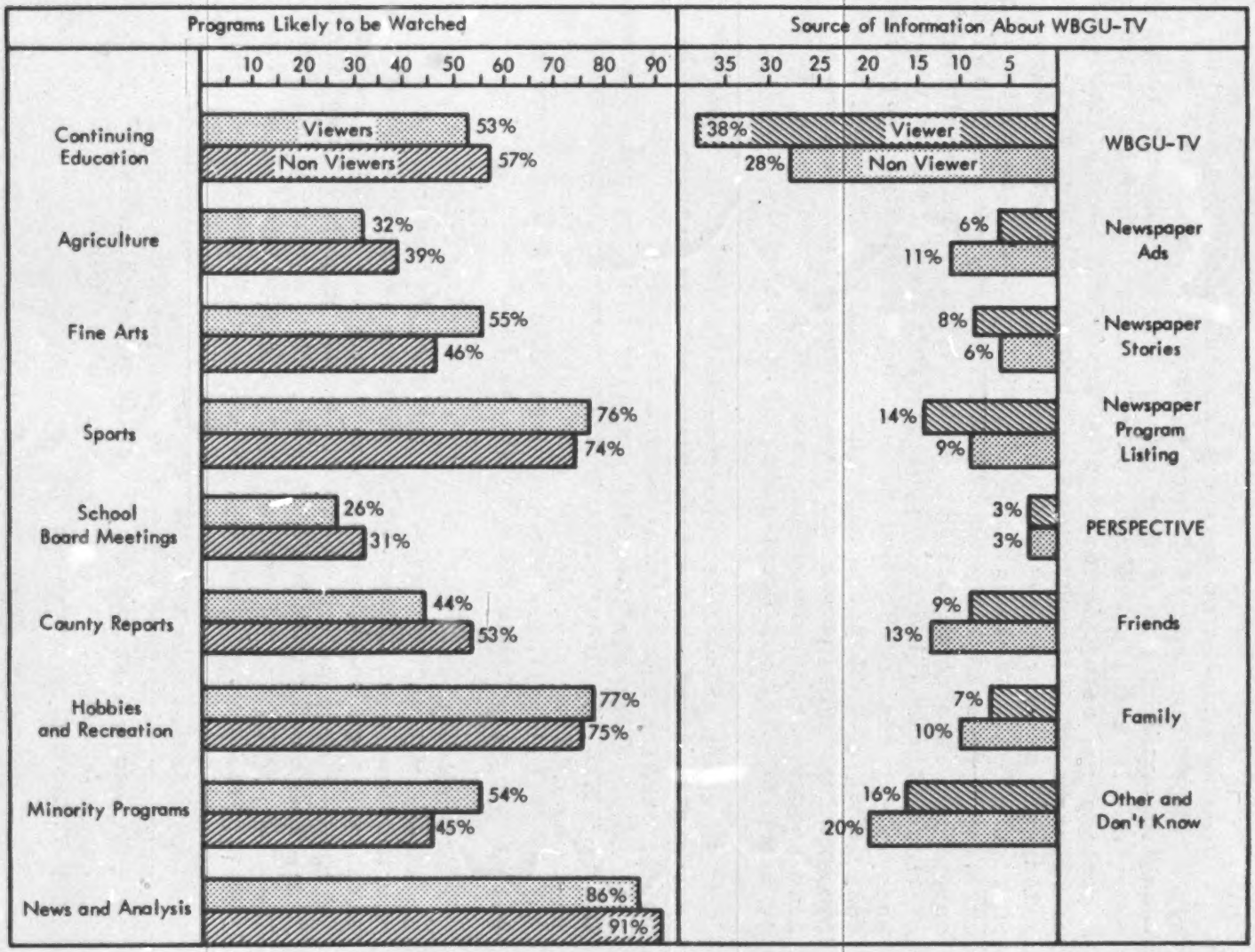


Figure 8. Information Sources and Program Preferences

TYPES OF VIEWERS

Viewing households were categorized according to the types of programs recalled during the preceding week. The recalled programs are in four categories: children's programs only, public affairs programs only, cultural programs only, and a combination category composed of those who name a combination of programs of different types. Table 5 indicates that children's programs have the highest recall level. As shown in Figure 9 and Table 11, 38% of "WBGU viewers" recalled only children's programs, 18% public affairs only, 16% cultural only, and 27% a combination of these types. The percentage of those who recalled only public affairs programs is somewhat larger than other similar audience studies and suggests again that WBGU-TV has a substantial audience for public affairs programming. The number who named combinations of programs also suggests that almost a quarter of the households regularly watch several different types of programming.

In contrasting those who recalled these four types of programs it should be kept in mind that the numbers in the public affairs and cultural groups are small and hence subject to considerable possible sampling fluctuation. Viewers who recalled children's programs are more frequent viewers than any of the other groups; 71% watch more than six hours daily. Public affairs viewers were also frequent viewers, with 60% having their sets on six hours or more daily.

In households in which only children's programs were recalled, most adults were not reported as having viewed the previous week. However, as might be expected, an exceedingly high percentage of young children in these homes watched. The other program categories, with one exception, attracted better than half of the adults who recalled them. The low percentage of men who viewed a public affairs program the preceding week (35%) is difficult to explain, especially in comparison to the greater amount of programs cited in the musical, drama, and cultural areas (61%). This pattern is exactly opposite that which most studies have found, which is that men are attracted to public affairs and women to cultural programs. This may be an idiosyncracy of the WBGU-TV audience.

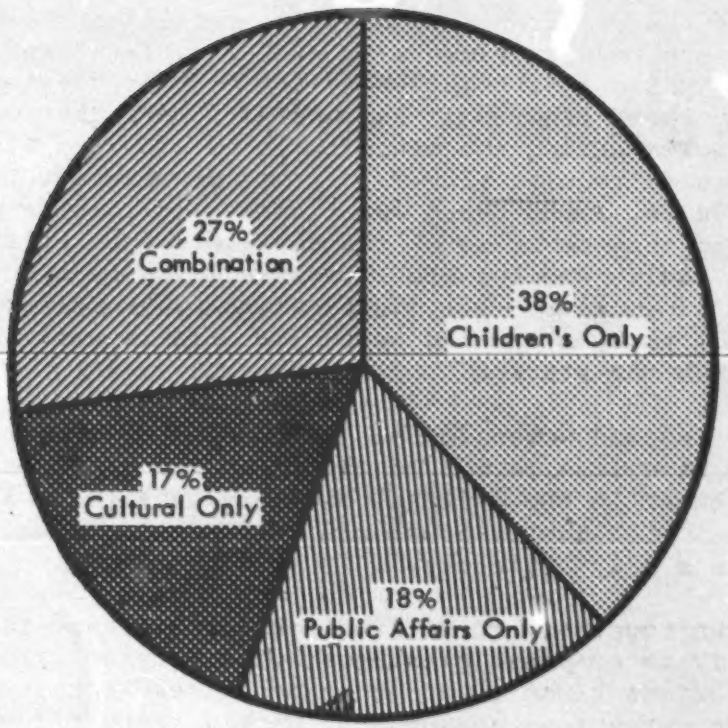


Figure 9. WBGU-TV Viewers Classified by Type of Programs Viewed

Looking at the self-classification of WBGU viewing, again we see that children's programming attracts young children, while other types of viewing attract adults. Nearly six out of ten of the children in households recalling children's programs are regular viewers of WBGU-TV ("fans" and weekly viewers), while less than 20% of the regular viewing adults mentioned these programs. In contrast, more than one-third of the adults naming the other types of programs classified themselves as regular viewers. It is of interest that 29% of the adults, among those who recalled children's programs only, said they never watch the station. Apparently there are some adults who see WBGU-TV essentially as a source of children's programs. Yet, interestingly, there appear to be some of those attracted by public affairs whose children never watch the station.

The men and women in the "children's only" programming category have less formal education than any of the other groups; those in the cultural category have the most formal education. The age of household heads is lowest in the "children's only" category.

Taken together, these findings suggest that the audience of WBGU-TV is composed of sub-groups attracted by one or more of the various kinds of programming. These distinct audiences appear to cut across households, with different family members being attracted to different types of programming.

PREDICTORS OF VIEWING

While a number of the independent variables in this study appear to be related to the viewing of WBGU-TV, the multiple viewing indices or dependent variables make it difficult to determine readily which are most positively related to viewing. In order to determine which of the variables are the best predictors of viewing, two stepwise multiple regressions were run on the data.*

The major independent variables in the survey were included in two stepwise regressions in which viewing in the previous week and ever having watched WBGU-TV were the dependent variables. Sources of knowledge of the station and subscription to cable proved to be the two best predictors of these two levels of viewing of WBGU-TV. These two independent variables accounted for 48% of the total variance in viewing the previous week and 59% of the total variance in ever watching WBGU-TV. The importance of these variables as predictors of viewing substantiates the difference noted earlier between viewers and non-viewers on these two independent variables. The difference in the amount of variance accounted for by the two variables suggests that they may be better predictors of occasional viewing than regular viewing. Other independent variables in the regression equation, while not accounting for a significant amount of variance, also substantiate the differences noted earlier between viewers

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*A stepwise regression is a variation of multiple regression that provides a means of determining the independent variables that will provide the best prediction possible of the dependent variable using the fewest independent variables. The variables are arranged in descending order, with the first variable listed being the best predictor of viewing the previous week. The second independent variable added to the regression equation is the one that maximizes prediction in conjunction with the first variable. At each step, a new variable is selected which, given the previously selected variables, optimizes the regression equation. This process continues until no independent variables remain or until no other variable will make a contribution to regression equation. Norman Nie, Dale H. Bent, C.H. Hall, Statistical Package for the Social Sciences (New York: McGraw-Hill, 1970), pp. 174-195.

and non-viewers on such variables as the educational level of the man of the house, the presence of pre-school children (Table 7), the geographical areas (Table 4), the number of hours television is watched (Table 9), the preference for continuing education programs (Table 10), and income (Table 8).

Taken together, these analyses emphasize the importance to viewing of disseminating information about WBGU-TV. Fortunately this is a variable that can be improved. Various methods and media can be used to inform the expanded viewing area of the programming available. While cable subscription is less readily augmented, it is noteworthy that cable systems throughout the viewing area are expanding rapidly. Such expansion is likely to increase the potential audience of WBGU-TV.

APPENDIX ONE

Tables

Table 1

AREA DESIGNATIONS
WBGU-TV AUDIENCE STUDY

Areas	Percent of County Rural*	Number of Interviews Completed	Areas and Counties
1	46.2%	85	BOWLING GREEN, WOOD COUNTY Grand Rapids, Haskins, McComb, Tontogany, North Baltimore, Pemberville, Wayne, Bradner, Arcadia, Bloomdale, Cygnet, Deshler, Portage, Rudolph
2	49.3	70	VAN WERT, VAN WERT COUNTY Rockford, Valedocia
3	36.4	73	FINDLAY, HANCOCK COUNTY Van Buren, Benton Ridge, Rawson, Jenera, Arlington, Mt. Blanchard
4	49.5	78	FREMONT, SANDUSKY COUNTY Lindsey
5	66.7	77	BRYAN, WILLIAMS COUNTY Antwerp, Edgerton, Edon, Evansport, Fayette, Hicksville, Montpelier, Ney, Farmer, Payne, Pioneer, West Unity
6	46.6	78	DEFIANCE, DEFIANCE COUNTY Jewell
7	88.4	196	RURAL, PUTNAM COUNTY Leipsic, Ottawa
8	31.3	304	LIMA, ALLEN COUNTY
	Total	961	

*U.S. Bureau of the Census, Census of Population: 1970, General Social and Economic Statistics, Final Report PC(1)-C37 Ohio (Washington, D.C.: U.S. Government Printing Office, 1972), p. Ohio 37-323. Rural is defined as non-urban areas and towns with populations less than 2,500.

Table 2

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Size of Household	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
Single person	3.5%	11.6%	12.3%	14.1%	7.8%	12.8%	9.7%	11.5%	10.5%
Two persons	36.5	26.1	35.6	33.3	28.6	26.9	26.5	31.9	30.5
Three persons	20.0	17.4	19.2	16.7	14.3	16.7	9.2	16.8	15.5
Four persons	22.4	27.5	11.0	15.4	19.5	11.5	18.9	12.2	16.2
Five persons	7.1	10.1	12.3	10.3	18.2	15.4	18.4	12.8	13.6
Six persons	4.7	4.3	5.5	5.1	2.6	9.0	7.7	6.9	6.2
Seven persons	2.4	1.4	1.4	2.6	5.2	3.8	3.6	2.3	2.8
Eight or more persons	2.4	1.4	1.4	2.6	3.9	2.6	6.1	3.9	3.6
Children in Household									
Pre-school age	15.3%	23.2%	21.9%	21.8%	26.0%	19.2%	20.4%	19.7%	20.5%
Elementary age	28.2	29.0	21.9	17.9	35.1	34.6	36.7	27.3	29.4
Teenager	21.2	29.0	21.9	28.2	29.9	34.6	40.8	29.6	30.8
Age of Head of Household									
18-24 years	17.6%	4.3%	2.7%	16.7%	1.3%	6.4%	5.6%	3.6%	6.3%
25-49 years	48.2	44.9	31.5	34.6	54.7	38.5	40.8	40.1	41.2
50-64 years	17.6	27.5	34.2	20.5	18.2	30.8	30.1	26.0	26.1
65 and above	9.4	13.0	21.9	16.7	22.1	16.7	16.8	14.8	16.0
No answer	7.2	10.3	9.7	11.5	3.7	7.6	6.7	15.5	10.4

(More)

Table 2
(continued)

Total Family Income	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
Below $10,000	35.3%	26.1%	32.9%	34.6%	31.2%	37.2%	33.7%	23.4%	30.1%
Below $15,000	21.2	31.9	20.5	23.1	27.3	25.6	23.5	25.0	24.6
Below $20,000	12.9	11.6	6.8	7.7	7.8	7.7	7.7	15.5	10.8
Above $20,000	5.9	5.8	8.2	7.7	1.3	6.4	5.6	3.6	5.1
Don't know	5.9	8.7	11.0	11.5	14.3	6.4	8.2	7.9	8.7
Refused	18.8	15.9	20.5	15.4	18.2	16.7	21.4	24.7	20.7
Educational Level of Lady of the House*									
Elementary school	2.5%	5.9%	1.4%	---	5.2%	2.6%	5.2%	1.0%	2.8%
Didn't finish high school	9.0	7.3	13.7	17.1	28.6	25.9	20.1	14.7	17.0
Finished high school	37.2	60.1	34.2	60.5	50.6	44.2	50.0	52.7	49.7
Some college	17.9	8.9	23.3	9.2	7.8	11.7	14.9	10.3	12.6
BA or equivalent	16.6	5.9	15.1	6.6	5.2	10.1	5.2	9.3	8.8
Graduate work	7.7	1.4	---	1.4	---	---	.5	1.0	1.3
No answer	7.6	10.3	12.3	5.2	2.6	5.2	4.1	11.0	7.8
Educational Level of Man of the House*									
Elementary school	2.7%	3.0%	1.5%	3.0%	4.2%	3.0%	2.2%	2.3%	2.5%
Didn't finish high school	14.9	15.1	18.4	18.8	20.8	20.3	25.0	10.9	17.0
Finished high school	24.3	51.5	31.5	42.0	56.9	28.7	41.0	48.5	41.6
Some college	17.6	7.6	16.3	23.2	6.9	15.9	12.8	16.5	14.5
BA or equivalent	14.9	6.1	18.4	5.8	6.9	5.8	1.0	10.5	9.7
Graduate work	17.6	4.5	4.6	---	---	10.2	1.6	3.0	4.2
No answer	8.1	12.1	9.2	7.6	4.2	15.9	7.2	14.3	10.3

*Only where this sex was present in household.

(More)

Table 2
(concluded)

Occupation of Head of Household	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
Professional	20.0%	5.8%	9.6%	3.8%	5.2%	6.4%	5.2%	9.5%	8.2%
Proprietorial/ managerial	8.2	5.8	5.5	10.3	2.6	7.7	6.6	9.5	7.6
Sales/clerical	4.7	5.8	13.7	6.4	2.6	6.4	4.1	8.9	6.8
Skilled/semi-skilled	12.9	8.7	15.1	26.9	20.8	21.8	23.0	26.3	21.5
Manual/unskilled	4.7	17.4	9.6	15.4	15.6	14.1	18.9	11.5	13.5
Agriculture	5.9	13.0	2.7	3.8	20.8	12.8	17.3	3.3	9.3
Housewife	---	1.4	---	3.8	---	1.3	2.0	3.0	1.9
Retired	9.4	14.5	15.1	7.7	10.4	11.5	12.2	11.8	11.7
Student	12.9	---	---	1.3	---	---	.5	---	1.4
Other	21.2	27.5	28.8	20.5	22.1	17.9	10.2	16.1	18.2

Table 3

TELEVISION AVAILABILITY AND GENERAL VIEWING BEHAVIOR

Number of TV Sets	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
None	1.2%	---	1.4%	---	---	1.3%	---	2.3%	1.1%
One set	55.3	47.8	50.7	53.8	71.4	67.1	66.3	52.6	57.9
Two sets	40.0	43.5	39.7	32.1	27.3	27.8	27.0	33.9	33.0
Three or more	3.5	8.7	8.2	14.1	1.3	3.8	6.6	11.2	8.0
Number of Color Sets									
None	40.0%	24.6%	17.8%	26.9%	35.1%	32.9%	27.7%	28.0%	30.7%
One set	57.6	60.9	78.1	62.8	61.0	63.3	65.2	64.1	63.0
Two sets	2.4	14.5	4.1	9.0	3.9	3.8	6.9	7.9	6.2
Three or more	---	---	---	1.3	---	---	.3	---	.1
Hours TV Set Is On During Average Weekday									
Usually not on	2.4%	1.4%	2.7%	2.6%	2.6%	1.3%	1.5%	4.9%	3.0%
One hour or less	4.7	4.3	2.7	6.4	3.9	6.3	4.6	2.6	4.1
Two hours	12.9	10.1	13.7	7.7	10.4	7.6	11.7	8.2	10.0
Three hours	10.6	15.9	12.3	12.8	23.4	13.9	7.7	11.8	12.4
Four hours	16.5	5.8	8.2	15.4	13.0	19.0	11.7	12.2	12.5
Five hours	15.3	15.9	16.4	10.3	10.4	8.9	16.3	11.8	13.2
Six hours or more	24.7	34.8	27.4	28.2	32.5	35.4	18.9	23.4	25.8
"All Day"	11.8	11.6	15.1	16.7	3.9	6.3	27.6	23.4	18.2

(More)

Table 3
(concluded)

Subscribers to Cable	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
No	69.4%	97.1%	34.2%	65.4%	97.4%	68.4%	84.2%	33.6%	62.1%
Yes	29.4	2.9	64.4	34.6	2.6	30.4	15.8	64.8	36.9
No answer	1.2	---	1.4	---	---	1.3	---	1.6	.9
Rating of Picture Quality by UHF Viewers*									
Excellent	23.1%	16.7%	37.5%	---%	---%	23.1%	26.8%	7.0%	19.6%
Good	34.6	50.0	25.0	---	69.2	38.5	39.3	46.4	42.4
Poor	11.5	22.1	---	100.0	---	23.1	8.9	10.7	11.6
Unusable	---	5.6	---	---	---	---	---	---	0.6
Don't know	30.8	5.6	37.5	---	30.8	15.3	25.0	35.8	25.8

*Only those who indicated they had watched WBGU-TV on UHF.

Table 4

VIEWING OF WBGU-TV

Ever Watch WBGU-TV	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
Yes	52.9%	27.5%	53.4%	12.8%	16.9%	30.8%	33.2%	46.4%	37.0%
No	47.1	72.5	45.2	87.2	83.1	67.9	66.8	53.6	63.0
Someone in Household Viewed WBGU-TV in Past Week and Was Able to Recall Title of Program									
Yes	15.3%	7.2%	15.1%	5.1%	5.2%	6.4%	5.6%	16.4%	10.7%
No	84.7	92.7	84.9	94.9	94.8	93.6	94.4	83.6	89.3
Reported Viewing Last Week									
Female adult	16.5%	8.6%	20.5%	5.1%	2.6%	6.4%	7.7%	15.1%	11.4%
Male adult	10.6	13.0	12.3	5.1	1.3	5.1	6.1	13.8	9.4
Pre-school child*	23.1	6.2	37.5	---	10.0	---	12.5	31.7	18.3
Elementary child*	16.7	10.0	37.5	---	3.7	11.1	4.2	25.3	14.1
Teenager*	5.6	---	18.7	---	---	3.7	7.6	15.6	8.4

*Percentages based on the number of families with children.

(More)

Table 4
(concluded)

Self-classification of WBGU-TV Viewing Behavior	Bowling Green (N=85)	Van Wert (N=70)	Findlay (N=73)	Fremont (N=78)	Bryan (N=77)	Defiance (N=78)	Rural (N=196)	Lima (N=304)	Total Sample (N=961)
Adults									
Never watch	52.9%	79.7%	49.3%	87.2%	89.6%	74.3%	72.9%	59.2%	68.2%
Watch now and then	30.6	17.4	45.2	10.3	9.1	19.2	19.9	23.7	22.1
Watch once a week	14.1	1.4	2.7	1.3	1.3	5.1	4.6	9.9	6.2
Regular viewing "fans"	2.4	1.4	2.7	1.3	---	1.3	2.6	7.2	3.5
Pre-school and Elementary children*									
Never watch	17.6%	7.7%	21.1%	33.3%	8.4%	8.3%	19.5%	14.3%	15.4%
Watch now and then	47.0	46.2	36.8	66.7	50.0	58.4	63.4	35.7	45.8
Watch once a week	17.6	15.4	10.5	---	16.7	8.3	---	5.9	6.9
Regular viewing "fans"	23.5	30.8	31.6	---	25.0	25.0	17.1	44.0	31.8
Types of Programs Named**									
Children's	53.9%	80.0%	54.6%	75.0%	100.0%	40.0%	54.6%	54.0%	57.3%
Public Affairs	38.5	80.0	45.5	25.0	---	40.0	27.3	34.0	38.8
Drama/Music/ Cultural	30.8	40.0	18.2	25.0	---	60.0	27.3	26.0	27.2
Other	23.1	---	---	25.0	---	---	9.1	6.0	7.8

*Percentages based on number of families with children in this age group.
**Categories not mutually exclusive.

Table 5

WBGU-TV PROGRAMS SEEN DURING PRECEDING WEEK*

Program	Percentage of Recall
Sesame Street	46.2%
Mister Rogers	46.2
Specials	21.0
Public Affairs	18.2
Films	6.8
Masterpiece Theatre	5.0
Update	1.9
Sports	1.9
Other	2.5

*Percentages based on those able to recall a program. (N=110)

Table 6

WBGU VIEWERS AND NON-VIEWERS CONTRASTED
ON RESPONSES TO OTHER WBGU QUESTIONS

Who in Household Watched WBGU During Past Week	WBGU-TV Viewers (N=103)	WBGU-TV Non-viewers (N=858)
Female adults	53.4%	6.5%
Male adults	45.6	4.9
Pre-school children*	64.1	6.9
Elementary children*	58.7	5.5
Teenagers*	43.3	4.4
Self-Classification of WBGU-TV Relationship		
Adults		
Regular viewing "fans"	15.5%	2.2%
View once a week	20.0	4.5
View now and then	47.6	19.0
Never watch WBGU-TV	16.9	74.3
Pre-school and elementary school children*		
Regular viewing "fans"	59.8%	12.6%
View once a week	4.8	8.4
View now and then	29.2	57.1
Never watch WBGU-TV	6.1	21.9

*Based on number of families with children in this age group.

Table 7

WBGU VIEWERS AND NON-VIEWERS CONTRASTED ON DEMOGRAPHIC CHARACTERISTICS

	WBGU-TV Viewers (N=103)	WBGU-TV Non-viewers (N=858)
Size of Household		
Single person	4.9%	11.1%
Two persons	24.3	31.2
Three persons	14.6	15.6
Four persons	21.4	15.6
Five persons	15.5	13.5
Six persons	8.7	5.9
Seven persons	3.9	2.6
Eight or more persons	6.8	3.4
Children in Household		
Yes	74.7%	54.3%
Pre-school	37.9	18.4
Elementary children	44.7	27.6
Teenagers	29.1	31.0
Age of Head of Household		
18-24	10.3%	6.6%
25-49	58.7	44.3
50-64	15.5	30.8
65 and above	15.5	18.2
Educational Level of the Man of the House*		
Elementary school	---	3.2%
Some high school	13.9	19.6
Finished high school	32.3	48.3
Some college	19.4	15.8
BA degree or equivalent	19.4	9.8
Graduate work	15.0	3.3

*Only where this sex was present in household.

Table 7
(concluded)

Educational Level of Lady of the House*	WBGU-TV Viewers (N=103)	WBGU-TV Non-viewers (N=858)
Elementary school	1.0%	3.2%
Some high school	9.2	19.6
Finished high school	47.4	54.7
Some college	21.6	12.7
BA degree or equivalent	15.5	8.8
Graduate work	5.2	1.0
Occupation of Head of Household		
Professional	18.4%	7.0%
Managerial/proprietary	7.8	7.6
Sales/clerical	10.7	6.3
Skilled/semi-skilled	19.4	21.8
Manual/unskilled	13.6	13.5
Agriculture	4.9	9.8
Housewife	---	2.1
Retired	11.7	11.7
Student	3.9	1.0
Other, including unemployment	9.7	19.2
Income		
Below $10,000	28.2%	30.3%
Below $15,000	34.0	23.4
Below $20,000	10.7	10.8
Above $20,000	9.7	4.7
No answer	17.5	30.8

*Only where this sex was present in household.

Table 8

WBGU-TV'S SHARE OF DEMOGRAPHIC GROUPS
(Table entries should be read across.)

Size of Household	Do View WBGU-TV	Do Not View WBGU-TV	(N)
Single person	5.0%	95.0%	(101)
Two persons	8.5%	91.5%	(293)
Three persons	10.1%	89.9%	(149)
Four persons	14.1%	85.9%	(156)
Five persons	12.2%	87.8%	(131)
Six persons	15.0%	85.0%	(60)
Seven persons	14.8%	85.2%	(27)
Eight or more	20.0%	80.0%	(35)
Presence of Children			
No pre-school children	8.4%	91.6%	(741)
Have pre-school children	19.8%	80.2%	(197)
Have elementary school children	16.3%	83.7%	(283)
Have teenagers	10.0%	90.0%	(296)
Age Groups			
18-24 years	16.4%	83.6%	(61)
25-49 years	14.4%	85.6%	(396)
50-64 years	6.1%	93.9%	(251)
65 and above	10.5%	89.5%	(154)
Educational Level of the Man of the House			
Elementary school	---	100.0%	(22)
Some high school	7.7%	92.3%	(149)
Finished high school	8.2%	91.8%	(366)
Some college	14.1%	85.9%	(128)
BA or equivalent	20.9%	79.1%	(86)
Graduate work	37.8%	62.2%	(37)

(More)

Table 8
(concluded)

Educational Level of the Lady of the House	Do View WBGU-TV	Do Not View WBGU-TV	(N)
Elementary school	3.8%	86.2%	(25)
Some high school	5.6%	84.4%	(160)
Finished high school	9.8%	91.2%	(469)
Some college	17.6%	82.4%	(119)
BA or equivalent	18.1%	81.9%	(83)
Graduate work	41.7%	58.3%	(12)
Occupational Groups			
Professional	24.1%	75.9%	(79)
Managerial/proprietary	11.0%	89.0%	(73)
Sales/clerical	16.9%	83.1%	(65)
Skilled/semi-skilled	9.7%	90.3%	(207)
Manual/unskilled	10.8%	89.2%	(130)
Agriculture	5.6%	94.4%	(89)
Housewife	---	---	---
Retired	10.7%	89.3%	(112)
Student	30.8%	69.2%	(13)
Other, including unemployed	5.7%	94.3%	(175)
Income			
Below $10,000	28.2%	71.8%	(289)
Below $15,000	34.0%	66.0%	(236)
Below $20,000	10.7%	89.3%	(104)
Above $20,000	9.7%	90.3%	(49)
No answer	6.3%	93.7%	(283)

Table 9

VIEWERS AND NON VIEWERS CONTRASTED
ON MEDIA AVAILABILITY AND VIEWING

	WBGU-TV Viewers (N=103)	WBGU-TV Non-viewers (N=858)
Do Have Cable		
Bowling Green	61.5%	23.6%
Van Wert	0.0	3.1
Findlay	66.3	48.3
Fremont	100.0	32.4
Bryan	0.0	2.7
Defiance	60.0	28.7
Rural	0.0	16.7
Lima	80.0	61.8
TOTAL SAMPLE	60.2	35.3
Number of TV Sets		
One set	44.7%	59.4%
Two sets	41.7	31.9
Three or more	13.6	7.4
None	---	1.3
Number of Color Sets		
One set	71.8%	63.0%
Two sets	7.8%	5.1
None	20.4	31.9
Hours TV Set Is On During Average Weekday		
Usually not on	1.9%	3.1%
One hour	1.0	4.4
Two hours	3.9	10.7
Three hours	13.6	12.2
Four hours	9.7	12.8
Five hours	16.5	12.8
Six hours or more	27.2	26.6
"All Day"	26.2	17.3

Table 10

VIEWERS AND NON-VIEWERS CONTRASTED ON
SOURCES OF INFORMATION, PROGRAM, AND TIME PREFERENCES

Source of Information About WBGU-TV	WBGU-TV Viewers (N=103)	WBGU-TV Non-viewers (N=858)
On WBGU-TV	37.5%	28.1%
Newspaper ads	5.9	11.2
Newspaper stories	8.0	6.4
Newspaper program listings	13.9	9.2
PERSPECTIVE	3.0	2.8
Friends	8.8	12.9
Family	6.9	9.6
Other	13.9	11.6
Don't know	2.0	8.0
Programs Likely To Be Watched		
Continuing education	52.4%	57.3%
Agriculture	32.0	39.3
Fine arts	55.3	45.6
Sports	75.7	74.0
School board meetings	25.5	30.9
County reports	43.7	52.9
Hobbies and recreation	76.7	74.6
Minority programs	54.4	45.2
News and analysis	86.4	90.5
Viewing Times Preferred		
3:30 to 5:30 p.m.	41.2%	25.6%
5:30 to 8:00 p.m.	59.4	57.0
8:00 to 11:00 p.m.	56.9	64.9
After 11:00 p.m.	21.4	15.4

Table 11

COMPARISON OF VIEWERS OF DIFFERENT TYPES
OF WBGU-TV PROGRAMS

	Type of WBGU Program Named			
TV Set Turned On	Children (N=42)	Public Affairs (N=20)	Music Drama Cultural (N=18)	Combination (N=30)
"All Day"	35.7%	30.0%	22.2%	20.0%
6 hours or more	35.7	30.0	21.1	20.0
3-5 hours	28.6	35.0	44.5	53.3
Reported Viewing Last Week				
Female adult	26.2%	65.0%	50.0%	56.6%
Male adult	23.5	35.0	61.1	50.0
Pre-school*	87.5	50.0	50.0	30.0
Elementary*	66.7	33.3	42.9	33.3
Teenagers*	30.0	33.3	60.0	80.0
Self-Classification of WBGU Relationship				
Adult				
Regular viewing "fan"	4.8%	35.0%	11.1%	15.4%
View once a week	14.3	10.0	22.2	23.1
View now and then	50.0	50.0	66.7	53.8
Never watch WBGU-TV	28.6	---	---	7.7
Young Children*				
Regular viewing "fan"	51.5%	28.6%	10.0%	64.2%
View once a week	6.0	---	10.0	7.1
View now and then	33.3	14.2	50.0	28.6
Never watch WBGU-TV	9.0	42.9	30.0	---

*Percentages based on families with children.

Table 11
(concluded)

	Type of WBGU Program Named			
Educational Level of the Man of the Household	Children (N=42)	Public Affairs (N=20)	Music Drama Cultural (N=18)	Combination (N=30)
Elementary school	---%	---%	---%	---%
Some high school	14.3	10.0	11.1	16.7
Finished high school	45.2	20.0	11.1	13.3
Some college	19.0	15.0	22.2	13.3
BA or equivalent	11.9	20.0	33.3	23.3
Graduate work	4.8	10.0	11.1	23.3
No answer	4.8	25.0	11.1	6.3
Educational Level of the Lady of the Household				
Elementary school	2.4%	---%	---%	---%
Some high school	16.7	10.0	---	4.3
Finished high school	50.0	40.0	27.8	39.1
Some college	14.3	40.0	22.2	17.3
BA or equivalent	11.9	5.0	27.8	26.1
Graduate work	---	---	5.6	8.7
No answer	4.8	5.0	16.7	4.3
Age of Head of Household				
18-24 years	9.8%	5.9%	12.5%	4.5%
25-49 years	73.1	52.9	50.0	68.2
50-64 years	9.8	17.6	25.0	13.6
65 and above	7.3	23.5	12.5	13.6

APPENDIX TWO

WBGU Questionnaire

WBGU QUESTIONNAIRE

Hello. My name is _____. I'm calling for the Corporation for Public Broadcasting. We're doing a television viewing survey, and would like to ask you a few questions, if it's all right.

(ONLY IF NECESSARY) This is a national organization that supports public television in northwestern Ohio.

(ONLY IF NECESSARY) All information will be kept confidential and there will be no commercial use made of it.

1. On the average weekday, about how long is the TV on in your house? Please think and include <u>all</u> the time it's on--regardless of who is watching.

Usually not on	5 hours
1 hour or less	6 hours or more
2 hours	"All Day"
3 hours	No TV (If no, say "Thank you very much for your time." End the interview.)
4 hours	

2. How many persons live in your household?

Single person	6 persons
2 persons	7 persons
3 persons	8 or more persons
4 persons	
5 persons	

3. Are there pre-school age children in the home?

No
Yes

4. Are there any children in elementary school?

No
Yes

5. Are there any teenagers?

No
Yes

6. How many TV sets are in working order in your home?

One
Two
Three or more

7. How many of these working sets are color receivers?

None
One
Two
Three or more

8. Do you subscribe to a cable TV service?

No (If NO, go to 10)
Yes

9. Does anyone in your home ever watch WBGU-TV? That's the non-commercial public station.

No (Go to 27)
Yes (Go to 10)

10. Does anyone in your home ever watch WBGU-TV channel 57 on UHF?

No (SKIP to 27)
IF YES, ASK: Please grade the picture for WBGU-TV: that's channel 57. Would you say it's: (READ THE CATEGORIES)

Excellent
Good
Poor
Unusable
Don't know

11. Has anyone in your household watched any programs on WBGU-TV <u>in the last week</u>?

No (Go to 13)
IF YES, ASK: Who watched, anyone else? (READ THE CATEGORIES, PUT THE NUMBER OF PERSONS IN EACH CATEGORY)

NO

Female adult
Male adult
Pre-school child
Elementary child
Teenager

12. What programs on WBGU-TV did members of your family watch last week or this week? (CHECK YOUR LIST OF PROGRAMS IF NECESSARY)

Section A (Not for interviewer use; to be coded later.)
Types:

None named
Children's only
Public affairs only
Dramatic, musical, cultural
Children's and public affairs
Children's and dramatic, musical, cultural
Public affairs and dramatic, musical, cultural
All three types
Only "Other" (i.e. Julia Child, Maggie and the Beautiful Machine, etc.)

13. (ASK THE FOLLOWING QUESTION ONLY IF THERE ARE PRE-SCHOOL OR ELEMENTARY CHILDREN IN THE HOME)

Which of these statements best describes your younger children at home--those in elementary school or of pre-school age?

Never watch WBGU
Watch WBGU now and then
Watch WBGU once a week
Regular viewing fans of WBGU

14. Which of these statements best describes the adults in your family?

Never watch WBGU
Watch WBGU now and then
Watch WBGU once a week
Regular viewing fans of WBGU

15. How did you happen to hear about WBGU-TV, channel 57?

On WBGU-TV
Newspaper ads
Newspaper stories
Newspaper program listings
The channel 57 program magazine PERSPECTIVE
From friends
From family
Other
Don't know

16. I'll mention several kinds of television programs and after each will you please indicate by "yes" or "no" if you would be likely to watch that program. (READ EACH, PAUSE FOR AN ANSWER. START WITH A DIFFERENT QUESTION EACH TIME YOU ASK THEM.)

Continuing adult education

Yes No Don't know

Agricultural programs

Yes No Don't know

Fine arts programs (orchestras, ballet, art, etc.)

Yes No Don't know

Sports programs

Yes No Don't know

School board meetings

Yes No Don't know

County reports

Yes No Don't know

Hobbies and recreation

Yes No Don't know

Minority programs

Yes No Don't know

News and analysis

Yes No Don't know

17. Since public television stations cannot sell advertising to finance these programs, do you think financial support should come from public tax support or private contributions?

Public tax support Both
Private contributions Don't know

18. Will you tell me which of these times of the afternoon or evening you would be most likely to watch channel 57?

Yes	No	3:30 to 5:30 p.m.
Yes	No	5:30 to 8:00 p.m.
Yes	No	8:00 to 11:00 p.m.
Yes	No	11:00 p.m. or later

19. How far did the lady of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "lady of the house"

20. How far did the man of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
No "man of the house"

21. What is the occupation of the head of the house?

Professional--doctor, lawyer, teacher
Manager or owner of business
Salesman, salesclerk, secretary
Skilled, semi-skilled--plumber, carpenter, barber
Manual or unskilled labor
Agriculture--farmer
Housewife
Retired
Student
Other, including unemployed
Write answer _____

22. What is the age of the head of the house?

_____:_____ (INDICATE WHICH CATEGORY)

18-24 years
25-49 years
49-64 years
64 and above

23. What do you think is the most important issue facing the country right now?

Inflation, cost of living	Ecology - pollution
Unemployment	Pornography
The Watergate affair	Racial problems
War	Women's rights
Declining morality	Other

24. I'm interested in your opinion about President Nixon and the Watergate affair. I would like to know whether you agree or disagree with these statements.

I really don't think Nixon was involved in the Watergate affair.
Agree Disagree

The President should be forgiven--he accepted responsibility like a man.
Agree Disagree

Nixon is no worse than any other politician--he just got caught.
Agree Disagree

Let's forget it; we have heard too much about Watergate from the news media already.
Agree Disagree

The President should be impeached.
Agree Disagree

I'm not sure what to think until all the facts are known.
Agree Disagree

(If individual responds "Don't know" or refuses to answer, place an "O" in the column)

25. Would you please tell me if your <u>total</u> family income is above or below $10,000, $15,000 or $20,000.

Refused	Below $20,000
Below $10,000	Above $20,000
Below $15,000	Don't know

26. Would you be willing to participate in future studies?

Yes
No
Don't know

Please give us your name and address so we can get in touch with you again if we need to.

27. THESE QUESTIONS ARE FOR NON-VIEWERS OF WBGU-TV ONLY

Have you been aware of WBGU-TV the public television station in Lima and Bowling Green?

No (Go to 29)
IF YES, ASK:(27a How did you become aware of the station?

On WBGU-TV	Program guide
Newspaper stories	Friends
Newspaper listings	Family

28. What is the main reason you don't watch WBGU-TV?

29. Do you remember ever watching a program on a public station and not liking it?

Yes
No

30. What didn't you like?

31. What term do you think best describes a station such as WBGU?

Educational	Non-commercial
Public	Don't know

32. If you were to receive more information about the station such as a magazine describing specific programs, how do you think your viewing would be affected?

I would start watching	I don't know
I still wouldn't watch	It depends on the kinds of programs

33. What is your favorite program on commercial television?

34. What is your main reason for watching television?

Entertainment	Gives me something to talk about
Information	Gives me something to do
Education	Don't know
	Other

(GO TO QUESTION 16 on page)